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Prepared by: Marion S. Wolf
Director Central Europe

MARKET INTELLIGENCE / TRENDS

Ex-Thomas Cook brands: Anex plans rapid Neckermann, Öger and Bucher Relaunches

Turkish tourism group Anex is aiming to relaunch three former Thomas Cook tour operator brands in Germany in the coming weeks under an ambitious expansion strategy in Europe's biggest package holiday market. The privately-owned group, which snapped up Turkey specialist Öger Tours and sister brand Bucher Reisen from the insolvent company in November, followed up by taking over the well-known Neckermann Reisen brand at the turn of the year. All three brands are now part of Düsseldorf-based subsidiary Anex Tour GmbH. Thomas Cook Germany's insolvency administrator Ottmar Hermann declared: "Neckermann will definitely continue to have a strong presence in the market with the experienced tour operator Anex." The sale price was not disclosed.

Anex chairman Neşet Koçkar: "Our aim for Germany is more than one million guests in three years' time," Koçkar said. In 2018, Öger and Bucher jointly had about 1.2 million customers and revenues of about €850 million, while the much smaller Anex Tour had about 160,000 customers and turnover of €91 million, according to fww information.

In terms of Neckermann Reisen, Koçkar said: "Neckermann is a very well-known German brand. If we can buy it, we will awaken it to new life." Anex has not yet disclosed its plans for the 'beach holidays' tour operator, but observers believe it is likely a relaunch one of Germany's most famous tourism brands will be in the works as soon as possible. However, the image and reputation of all three former Thomas Cook brands have suffered from the British group's dramatic insolvency last September and they will need to win back substantial trust among consumers, travel agencies and hoteliers over the coming months.

Germany remains a key market for Anex Tourism Group's overall strategy of becoming a 'global player'. "Germany is the biggest travel market in Europe. Every company that wants to develop into a global player should therefore be active there," the company founder emphasized.

Trends: German Holiday Demand Stays High Despite Insolvencies and Climate Debate

Germans want to go on holiday just as much this year as in 2019 and have not been put off by the Thomas Cook insolvency or controversies about the environmental impact of flights, according to the latest Reiseanalyse market survey. Demand for holidays remains stable at a very high level, and there are no signs of major changes in the most popular destinations or types of holidays, the provisional results of the annual in-depth representative consumer

survey found. More than 60% of respondents said they had slightly more time and money to spend on travel this year, indicating a stable personal financial situation, and four out of five Germans (78%) are already thinking about their annual holiday plans. There is no sign that the Thomas Cook insolvency will impact on overall travel demand in Germany. “This solid demand is very good news for the travel industry,” said market researcher Professor Martin Lohmann, who is responsible for the survey conducted by the FUR research organisation.

Overall, Germans are likely to remain loyal to their favorite destinations in 2020, although 42% plan to travel to a new country this year, according to the Reiseanalyse. About 30% (two percentage points more than last year) plan to go on holiday within Germany. The top short-haul foreign destinations are Spain, Italy, Turkey, Austria, Croatia and Greece. Demand for long-haul beach holidays, wellness breaks and cruises are also likely to remain stable this year.

However, as many as 73% of respondents who had flown last year said they had a “bad conscience” about flying on holiday due to the impact on the climate. But the Reiseanalyse authors emphasized: “A short-term sharp drop in holiday travel by plane due to flight shame is not to be expected, but more likely a higher readiness to make compensation payments.” The positive outlook for 2020 follows a stable year in 2019. According to Reiseanalyse calculations, Germans went on about 71 million holiday trips in total, which was 1% more than the previous year. Spending rose by 3% to €73 billion.

Takeover Deal: Condor Takes Off for Europe with New Polish Owner PGL

Condor is heading for European expansion after LOT’s parent company PGL sealed a deal to take over Thomas Cook Group’s former German airline subsidiary. The leisure airline looks set for much-needed investment in its ageing fleet and potential expansion to new markets following its acquisition by Polish Aviation Group (PGL), which was announced on January 24th. In future, Condor will become “the center” of PGL’s leisure strategy with a focus on growth in Germany as well as “adjacent markets”. Condor will retain its current management team and continue to fly under its well-established own brand.

PGL beat off rival bids from US and UK financial investors after its offer was selected as “the most attractive for Condor, its employees, partners, suppliers and customers”. The price was not disclosed, however. PGL’s investment will enable Condor to pay back fully bridging loans of €380 million made by the German government and the Hessen regional government last autumn to finance the carrier through the weak winter season and keep it flying while a strategic investor was sought. The takeover also ends months of uncertainty for Condor staff, customers and business partners following the insolvency of Thomas Cook Group last September. The transaction is expected to close by April 2020 once customary antitrust approvals are obtained and Condor exits the protective shield proceedings.

With the takeover, PGL will have some 20 million passengers and nearly double its 2019 turnover of €1.9 billion to €3.6 billion. LOT, with hubs in Warsaw and Budapest, flew 10 million travelers on a fleet of 80 aircraft to over 100 destinations in Europe and 18 overseas destinations last year. Condor, with turnover of €1.7 billion in 2018/19, flies around 9.4 million passengers on a fleet of 50 planes from eight German airports to around 90 holiday destinations in Europe, Africa and the Americas.

German Consumer Optimism is Returning

Findings of the GfK Consumer Climate Study for January 2020

Consumer sentiment in Germany shows signs of recovery with slightly increased optimism at the start of the year. Propensity to buy as well as economic and income expectations are improving. GfK has forecast a figure of 9.9 points for February 2020, 0.2 points higher than in January of this year (revised 9.7 points). For 2020 as a whole, GfK has forecast real growth of one percent for private consumer spending in Germany. Above all, the rise in income expectations and propensity to buy at the beginning of this year will allow the consumer climate to pick up.

Economic expectations set to increase slightly: Following a setback in the previous month, the economic outlook stabilized again in January. The indicator gained 0.7 points and is now at -3.7 points. While it seems to have recovered from the low point reached in autumn 2019, the indicator is still a good twelve points below its level in the previous year. The initial agreements reached between the United States and China in the trade dispute have certainly prevented the economic indicator from falling further. There are also increasing signs that there will be no recession and that the German economy will stabilize. However, the growth rate of gross domestic product this year will be moderate at around 1%, somewhat higher than last year. Economic growth is estimated at 0.6% for 2019. Yet de-escalation in the trade dispute is essential for sustainable recovery. Furthermore, crises such as the tension between the United States and Iran following an attack on a high-ranking Iranian general must not worsen.

Income optimism increases noticeably: With the prospect of a more stable economic outlook, consumer income expectations are also increasing significantly. The indicator has almost completely recovered from its losses in the previous month with an increase of 9.6 points. It currently stands at 44.6 points, just under 13 points lower than in the previous year. The income indicator continues to benefit from the extremely favorable employment situation in Germany. Its momentum has however weakened recently. The automotive industry and its suppliers are facing difficult times due to the switchover to electro-mobility. This involves personnel adjustments. The extent to which income expectations will be affected also depends on the period over which these adjustments will be made.

Propensity to consume climbs to a 12-month high: The propensity to buy has also benefited from increasing economic and income optimism. The indicator has climbed by 3.3 points to 55.5 points, its highest level in a year. In January 2019 the indicator stood at 57.5 points – this year's figure showing only a small drop of 1.6 points in comparison. The mood among German consumers remained unchanged at the beginning of 2020. Ongoing stable employment and real income growth are the key pillars for the indicator. Propensity to consume was further stimulated by the European Central Bank's low-interest-rate policy. Despite an increase in January, propensity to save remains at a low level. As a result, saving as an alternative to consumption is still not an attractive option. An increasing number of banks are also demanding punitive interest rates from private investors, which should give additional impetus to the mood for consumption.

SALES ACTIVITIES

SunRecords Concert Tour (January 6th – February 21st, 2020):

The Visit USA Netherlands is participating in the “SunRecords Story Theater Tour” for 6 weeks beginning this month. Celebrating the legendary record label that brought Rock ‘n’ Roll and Country greats such as Elvis Presley, Johnny Cash, Roy Orbison, Carl Perkins, Rufus Thomas and scores more ‘rocking pioneers’ to life, the tour is being presented as a ‘live on stage’ concert series in 36 theaters throughout the Netherlands. Focused on promoting the Deep South and the USA in general as a holiday destination, Florida’s Gulf coast, i.e. air service to Tampa are included as a sideline spin-off and gateway to the Deep South, since airfares from Amsterdam to Tampa are cheaper than to Atlanta or Nashville, for example. Several destination co-sponsor packages are offered, whereby we will benefit from our excellent relationship with the Visit USA Committee in being granted a full package co-sponsorship at half price, which is comprised of logo on pop-up booths in every theater and inclusion of our Gulf to Bay magazine in goody bags presented to all visitors. Estimated reach is 10,000-15,000 USA-hungry customers. Logistics and shipping arrangements were completed last month.

Consumer Shows (January & February 2020):

Our area will be presented at several important consumer shows in Germany, the Netherlands and Belgium in cooperation with the Visit USA Committees as well as a selection of tour operator partners. Registrations have been completed for the following tourism fairs attracting 897,300 consumers cumulatively:

• CMT Stuttgart (DE)	January 11-19, 2020	260,000 visitors
• Vakantiebeurs (NL)	January 15-19, 2020	103,300 visitors
• Vakanz (LU)	January 17-19, 2020	29,000 visitors
• ABF Hannover (DE)	January 29-February 2, 2020	90,000 visitors
• Reisen Hamburg (DE)	February 5-9, 2020	80,000 visitors
• Brussels Holiday Fair (BE)	February 6-9, 2020	100,000 visitors
• f.re.e Munich (DE)	February 19-23, 2020	140,000 visitors
• R & C Essen (DE)	February 26-March 1, 2020	95,000 visitors

Shipping arrangements for shows taking place in January and February have been expedited.

- In addition, we supplied assets (content, imagery, logo) for a special sales flyer being produced by See America in the Netherlands for distribution at the Vakantiebeurs ‘Best of Florida’ stand.
- The U.S. will receive enhanced exposure during Reisen Hamburg this year. Messe Hamburg will draw particular attention to the destination by announcing a sweepstakes promo via their B2C online channels and newsletters. VSPC will sponsor giveaways for the sweepstakes prizes.

We have also secured a special deal with our active partner, German tour operator **Cruising Reise**, having negotiated integration of a VSPC key visual in their trade show booth (full stand wall) as well as creation of an exclusive flyer comprised of destination content, imagery, logo and special offers for distribution to consumers at the following consumer travel shows:

• Ferienmesse Wien (AT)	January 16-19, 2020	152,000 visitors
• ABF Hannover (DE)	January 29-February 2, 2020	90,000 visitors
• Reisen Hamburg (DE)	February 5-9, 2020	80,000 visitors
• f.re.e Munich (DE)	February 19-23, 2020	140,000 visitors

TUI North America Roadshow (January 20th – 23rd, 2020):

With TUI being one of Germany's most influential tour operators, we are very pleased to have secured one of the coveted presentation spots for their special "North America Road Show". TUI accepted only 4 partners for these comprehensive training sessions. Inasmuch, due to our well-established and excellent partnership with TUI, we were awarded one of the four coveted slots for this intensive training opportunity. January 20th – 23rd we presented St. Pete/Clearwater in Stuttgart, Saarbrücken and Pforzheim, training 45 agents per city. Following a short introduction on big screens (VSPC featured with destination video!), attendees received comprehensive destination product information in roundtable format of 20 minutes each. Participants appreciated the more personal roundtable presentation approach showing tremendous inquisitiveness and taking myriad notes.

Visit USA Seminar Switzerland (February 4th – 5th, 2020):

This program is Switzerland's premier travel agent training seminar held annually in Zurich. The seminar platform provides the local travel trade with insider knowledge as well as the needed contacts and sources of information. An estimated 350 travel advisors are expected to attend this important Swiss event. We have provided our input for the annually published program booklet, which will be distributed to all participating travel advisors during the show. All other necessary preparatory tasks including shipping, travel arrangements, etc. were completed this month.

VIP Client Event in Amsterdam (February 12th, 2020):

In cooperation with Tampa International Airport and Visit Tampa Bay, we plan to host an event for selected Dutch travel trade, media, airline and airport clients next month. Focused on pushing Delta Air Lines' seasonal air service from AMS->TPA in conjunction with highlighting our destinations, a product presentation with ensuing dinner will comprise the evening schedule. We continued to liaise closely with Visit Tampa Bay this month on invitations, follow-up on Rsvp's, presentation production, etc. All other necessary preparatory tasks including shipping, travel arrangements, etc. were completed this month.

ITB (March 4th – 8th, 2020):

Known as the "world's largest tourism fair" with over 10,000 exhibiting companies from 181 countries and 160,000 visitors including 113,500 trade professionals, ITB will again be held in Berlin where we will exhibit within the Visit Florida Pavilion. Strategic planning and logistics management are underway, including securing a hotel room block, providing Visit Florida with applicable badge list, identifying clients for appointment requests, preparing assets required for stand creatives, shipping of collateral and giveaways, etc. Manual appointment scheduling commenced early this month with several secured already. Further details related to participation by our President & CEO as well as our Chair Commissioner are also underway. Updates to be forthcoming.

Additional Activity:

- **Reisebüro Urlaubsparadies** in Dresden was provided with a supply of destination magazines for deployment to their customers as well as several small giveaways for a specially Florida-themed storefront window display being staged next month.
- We were advised by HQ that Chris Minner of **Tampa Airport** required information on our 2019/20 marketing initiatives in preparation for meetings he has lined up with Lufthansa and Edelweiss Air next month. We compiled a comprehensive document for his use and delivered to HQ accordingly.
- **Website Requests for Destination Magazines:**
0 requests received via the crm@simpleviewinc.com platform this month.

MARKETING INITIATIVES

Our efforts continued this month in developing/expediting marketing initiatives and advertising programs, which included:

Brand USA 'Affinity' Co-Ops:

- **EXPEDIA AFFINITY PROGRAM** (January 15th - March 31st, 2020)
Expedia's network of sites attracts a monthly audience of tens of millions of unique visitors. With Expedia being our activation partner for this campaign, we will focus on an integrated marketing approach to engage consumers with the right messaging at the right time with a view toward driving activation.
The campaign comprised of **banner placements** linking to a **dedicated landing page** (containing destination content, video and travel offers) will run in three countries across the Expedia Brands Portfolio. Based on market intelligence related to booking behavior, budget allocation will be as follows: Germany 75% (placing 85% on Expedia / 15% on Hotels.com; Switzerland 15% (with 100% placement on Hotels.com), The Netherlands 15% (with 100% placement on Expedia).
All creative assets required for development of banners and landing page have been delivered in concert with HQ's directives.

Brand USA 'Originals' Co-Ops:

- **SPRING GERMAN MULTI-CHANNEL CAMPAIGN** (April/May)
After a very successful fall campaign last year, we will continue our cooperation with Brand USA and Expedia in 2020. Germany is one of the top volume markets to the U.S. and Brand USA continues to provide partners with innovative international marketing opportunities. This multi-channel campaign is designed to reach consumers at the right time, with the right message and in the right place. The new digital media channels provide an integrated marketing approach to engage consumers and ultimately drive activation.
 - **Mobile Takeover Unit:** 200,000 est. impressions / hero image & click-through to destination content
 - **GoogleDisplayNetwork Traffic Gen:** 4,000 clicks
 - **Facebook Carousel Ad Unit:** Added value, Tile 3 or 4 position in one unit
 - **Expedia Activation Partner Marketing:**
 - Dedicated hotel results page (one page per co-op)
 - 415,000 co-branded display ads driving to a hotel search results page
 - Inclusion on "Visit The USA" landing page linking to our hotel search results pageWe continued to liaise closely this month with HQ and Miles Partnership in providing all elements required for the campaign's creative development.

VISIT FLORIDA Co-Ops:

- **CANUSA TOURISTIK** (November 2019/June 2020)
We are pleased to have the opportunity to cooperate with Visit Florida on marketing initiatives with CANUSA Touristik this fiscal year.
Additional Florida partners are: Florida Keys, Fort Lauderdale and Sarasota.
 - **B2C CANUSA Magazine** – November 2019
All partners were featured in CANUSA's print magazine with image, logo and content. The magazine was deployed to 30,000 consumers.

- **B2C CANUSA eNewsletter** – December 2019
This eNewsletter with VSPC placement of image, logo and content was deployed to 50,000 consumers.
 - **B2C Ad Placement in GEO Saison Magazine** – January 2020
VSPC will be featured with a ½ page ad placement including logo, image and content in the January issue of GEO Saison magazine, a high-end travel publication.
Pub frequency: monthly / circ. of 60,333.
 - **B2C Out-of-Home Bus Wrap**– February-June, 2020
VSPC will be featured with imagery and logo on a bus wrap within the Hamburg transit system for 5 months. Estimated impressions: over 1M
 - **B2C Ad Placement on Social Media Platforms** – January-February 2020
VSPC will be featured in several Facebook and Instagram ads with image and text.
All required creative assets have been delivered and layouts approved as applicable.
- **SECRET ESCAPES** (February/March)
After a very successful campaign with Visit Florida and Secret Escapes last year, we will once again be part of a special Florida's Gulf Coast program.
Secret Escapes is Europe's leading website for luxury travel offering unique deals with discounts of up to 70%. 54 million members in 21 countries. In Germany, Secret Escapes generates 15 million page impressions per month with almost 4 million visits.
 - **Microsite** – February 26th – March 22nd, 2020
VSPC will get its own subpage on the Florida's Gulf Coast microsite depicting the destination as multifaceted including emotional copy, imagery and videos. For the duration of the campaign, tactical travel offers to VSPC are included.
 - **Newsletter** – February 26th, March 11th, & 18th, 2020
VSPC will be featured in three newsletters with content, imagery and link to the booking page. Deployment to 500,000 subscribers.
 - **Display ads** – February 24th – March 22nd, 2020
Secret Escapes will further strengthen the awareness for VSPC and promote the subpage. The display ad bundle comprises: Billboard, Special Ad, Skyscraper & Medium Rectangle.
All assets have been delivered, layouts received, corrected and approved.
- **WEG.DE** (October-December 2019)
Another opportunity with Visit Florida is a three-month campaign with OTA weg.de. Participation limited to three Florida partners only, so we are very pleased to have secured one of the spots. Additional Florida partners are: Crystal River and Fort Lauderdale
 - **B2C Landing Page**– October-December, 2019
A dedicated Florida landing page featuring comprehensive content and incorporating a booking tool with travel teasers was further comprised of a general Florida overview as well as information about each partner's destination.
 - **B2C Social Media Campaign** – October-December, 2019
Weg.de launched a promotional post tailored to visibility on social media including YouTube. The post linked the dedicated landing page. Image/video provided by Visit Florida. Campaign partners featured with imagery and logo within the VF video.
 - **B2C Video Banner** – October-December, 2019
A video banner was played on 3rd party media sites which are the right fit for relevant target groups. Campaign partners featured with several visuals and logo within the Visit Florida video.
- Final campaign report to be forthcoming the end of Q1 2020.

German National Consumer Campaigns:

- **CAPRI SUN: CROSS-MARKETING CAMPAIGN** (January-March)

Background ...

In 1969, Capri Sun is born in Germany under its former name Capri Sonne! For the very first time, a beverage in a stand-up pouch is sold. The first flavors are lemon and orange. 10 years later, the legendary TV spots with the “King of Boxing” - Muhammad Ali - are the cornerstone of Capri Sun’s new international success and in 1982, Capri Sun is acclaimed for the best new product launch in the United States with the drink pouch being awarded the coveted U.S. medal for Packaging of the Year. 10 years thereafter, Capri-Sun becomes the European market leader and by 1994, Capri Sun even becomes the market leader in the USA with its flexible packaging and delicious fruity flavors. 2004 saw record-breaking sales of over five billion drink pouches sold worldwide and in 2010, the European Space Agency (ESA) develops the Capri Sun pouch further for use by astronauts on the International Space Station (ISS).

With its inventive ideas and its name containing the word *Sun*, Capri Sun is the ideal partner for a special cross-marketing consumer campaign with VSPC.

➤ **Cross-Marketing Campaign (In-Store & Digital)**

The Capri Sun beverage will be distributed in ‘pack shots’, i.e. cartons containing 10 pouches. VSPC will be featured on the pack shots with destination name, image and logo and will be promoted in a sweepstakes to win a one-week trip to St. Pete/Clearwater.

- **In-Store**

The campaign will be launched with pack shot cartons and banner displays in over 10,000 supermarkets Germany-wide. Estimated impacts: 12 million

Of note:

The Capri Sun sweepstakes for a chance to win a trip to St. Pete/Clearwater will include an ‘enter-to-win’ vanity URL. Accessing the site will lead to a dedicated Capri Sun microsite, which will include a link to America Unlimited, our activation partner. America Unlimited’s link will lead to a dedicated St. Pete/Clearwater microsite with destination information and travel offers.

- **Digital Channels**

In addition, Capri Sun will promote the sweepstakes through their own online channels:

Capri Sun Website: 10 million online impressions

Social media: 10 million impressions

In-store displays, pack shot cartons and the sweepstakes landing page went live this month.

- **B2C SOCIAL MEDIA “ESCAPE” CAMPAIGN** (February-April)

The idea behind this exciting and innovative consumer campaign is to present web and social media users with an enticing escape from their everyday lives to a fabulous St. Pete/Clearwater getaway. Digital ads will link to a dedicated VSPC landing page featuring content, imagery, videos and CTA partners (America Unlimited & FTI Touristik) with commensurate links to their dedicated sites including VSPC content, imagery and fabulous travel offers to our area.

This campaign’s placement environment will include:

- ✓ Facebook Video Ads and Link Ads
- ✓ Instagram Video Ad, Story Ads and Link Ads
- ✓ Google Search Ads
- ✓ DSP Programmatic Native and Display sites

Layouts for the campaign were finalized this month.

Tour Operator Co-Ops:

- **CANUSA TOURISTIK PROMOTION PACKAGE** (January 2020-open ended)
We have joined forces with Canusa Touristik on an innovative digital campaign focused on attracting new customers and raising awareness for VSPC on several platforms:
 - **You Tube Video** – January 2020-open ended
A professionally produced YouTube video will tell a relevant and appealing destination story. CANUSA will create two versions of an exclusive video: 60-180 second master YouTube video and a 20-30 second teaser video for Facebook and Instagram promotions.
 - **Social Media Promotion Premium** – January 2020
The goal is to reach regular CANUSA fans and followers with editorial posts as well as new customers with social media ads. Existing content on the CANUSA website will be combined with attractive, representative travel packages in individual recommendation ads.
75,000+ fans on Facebook plus 5,900+ followers on Instagram plus relevant hashtag reach. Approx. 150,000 ad impressions on Facebook and Instagram are targeted.
All required assets have been delivered.

- **FTI TOURISTIK MULTI-CHANNEL CAMPAIGN** (November 2019-February 2020)
In cooperation with FTI – among Germany’s top tour operators – and Brand USA, we are launching a campaign for deployment on several platforms:
 - **FTI B2B ONLINE PACKAGE** – November 2019
 - **Teaser in B2B FTI Newsletter:** Teaser with image and logo in the B2B newsletter linking to a dedicated VSPC landing page. Deployment to approx. 9,600 FTI agencies.
 - **Banner on FTI Service Page:** 4-week run of banner with image and logo on FTI’s homepage linking to the dedicated VSPC landing page.
 - **Landing Page:** Dedicated landing page on www.fti.de with content, imagery, logo, video and 6 attractive travel offers (linked to internet booking engine).
 - **EXTENDED SOCIAL MEDIA PACKAGE PREMIUM** – November-December 2019
Placement on FTI’s Social Media channels (owned & paid media) as well as display advertising:
 - **2 x Facebook Posts:** including logo integration. 68,800 Facebook fans.
 - **Instagram Post:** including special hashtag. 13,000 Instagram followers.
 - **Instagram Story:** including logo & special hashtag. In addition, the story will be featured in the FTI channel highlights for one week.
 - **“THE TRAVEL SHOW” RADIO** – February 2020
VSPC will be featured with 6 x 3:30 minutes (21 minutes) airtime in pure interview format, 2 x 3:30 minutes (7 minutes) for introduction and farewell (partner is mentioned here and greets listeners).
The Travel Show Radio broadcasts on the following radio stations on weekends:
Radio 700 - Aachen , Antenne Frankfurt, Antenne Kaiserslautern, Antenne Bad Kreuznach, Antenne Idar-Oberstein, Antenne, Landau, Antenne Pfalz, Radio Saarbrücken , Radio Homburg, Radio Neunkirchen with a total reach of approx. 7.8M listeners.
Assets for all initiatives have been delivered, layouts proofed and approved. Timing for radio show interview recording set for February 11th.

- **HOTELPLAN SUISSE** (Switzerland)

Together with Hotelplan – one of Switzerland’s top tour operators – and Brand USA, we will launch both B2C and B2B2C focused initiatives:

 - **SONNTAGSZEITUNG** – January 12th, 2020

The SonntagsZeitung is Switzerland’s largest Sunday newspaper featuring relevant news, entertainment, attention-getting topics from the fields of politics, sports, culture, business, science, trends and travel. Print run: 152,566 / Readership: 518,000.

VSPC will be featured with 2 snappy travel offers and logo on this 95x440 mm format.
 - **STOREFRONT DIGITAL SCREENS IN RETAIL SHOPS** – January 6th-19th, 2020

VSPC will be featured with an attractive travel offer, imagery, logo and short destination video on 71 digital storefront screens throughout Switzerland in three languages (German, French and Italian). Run rotation is 3 times per hour during retail agency store hours.

All assets have been delivered, layouts received and approved with the initiatives having been launched this month.

- **KNECHT REISEN** (Switzerland)
 - **Jelmoli Campaign** – January – July 2020

VSPC will be the travel partner in the new Miss Jelmoli contest. In March 2018, «Miss Switzerland» was elected for the last time. In 2019, the rights of the organization were acquired by the fashion company JELMOLI, one of the leading and most successful players in the Swiss fashion market with a new «Miss Jelmoli» having been elected. In 2020, the contest will be held anew – with a new focus on travel – with VSPC having been selected as the preferred destination partner in cooperation with Edelweiss Air and Knecht Reisen.

The campaign will include several phases with following timeline:

 - January-July 2020: Total campaign runtime
 - January-March 2020: Motivation phase with contest teaser
 - April 2020: Voting phase and selection of «Miss Jelmoli 2020» winner
 - May 2020: Winner trip to St. Pete/Clearwater

January-March:

 - **Online Store Photo Drawing:** VSPC will be featured with key visual and logo on Jelmoli’s online store www.jelmoli-versand.ch during this photo drawing motivation phase. Average of 140,000 visitors per week.
 - **Standalone Newsletters:** 2 standalone newsletters, one in January/one in March, promoting the contest with its coop partners will be deployed to 150,000-200,000 subscribers per newsletter. Average opening rate: 27%.

March-July:

 - **Online:** Presentation of Miss Jelmoli winner in Jelmoli-Versand’s online store “Miss Jelmoli-Versand 2020” (www.jelmoli-versand.ch) including VSPC key visual and logo.

January&May:

 - **Print Catalog:** Direct mailing containing the Miss Jelmoli contest with imagery and logos. First direct mailing with ad size of 210x240mm will go out to ‘best customer’ target group (print run: 80,000)
 - Second direct mailing with ad size of 183x218mm within a beach fashion theme will go out to new potential customers (print run of 1,000,000).

January-July:

 - **eNewsletters:** The Miss Jelmoli contest will be featured in five newsletters including coop partners’ imagery and logos. Average opening rate 25%.

- **YouTube Trailer:** New trailer for the contest will be featured on Jelmoli-Versand's YouTube channel for Miss JelmoliVersand 2020 including our imagery and logo. Estimated reach: over 1M views.
 - **Facebook Posts:** Minimum of 5 posts including our logo and imagery placed on www.facebook.com/jelmoliversand with several topics/stages such as motivation for photo drawing, winner presentation and winner trip. 22,800 followers.
 - **Instagram Posts:** Minimum of 5 Instagram posts with our logo and imagery will be featured on new Miss Jelmoli-Versand Instagram channel with same topics as on Facebook: motivation for photo drawing, winner presentation and winner trip.
- All creative assets have been delivered.

On top, our tour operator partner **Knecht Reisen** will support the campaign with additional online activities on their platforms:

- **Newsletters:** Knecht Reisen will include the Miss Jelmoli contest with all coop partners including logos and imagery in two of their newsletters during the campaign period of Jan-Jul. 55,000 subscribers. Opening rate of 30%.
- **Facebook Posts:** 3 posts including our logo and imagery will be placed on Knecht Reisen's Facebook page. 3,000 followers.
- **Instagram Posts:** Knecht Reisen will also publish 3 posts with our logo and imagery. Over 700 followers.

The campaign went live this month.

- **TENZING TRAVEL** (Netherlands)

With Tenzing Travel – one of Netherland's top tour operators – and Brand USA, we will continue to promote our area on several platforms:

- **TENZING TRAVEL B2B MEDIA** –December/January 2019/2020
 - **2x Facebook Posts** (2,048 followers, 90% reach in target audience)
 - **1x Teaser in eNewsletter** (7,000 subscribers) with link to dedicated landing page
- **TENZING TRAVEL B2C MEDIA** – January/February 2020
 - **2x Facebook Posts** (2,048 followers, 90% reach in target audience)
 - **1x Teaser in eNewsletter** (to 7,000 subscribers) with link to dedicated landing page
- **THE TRAVEL CLUB B2B & B2C MEDIA** – January-March and May 2020
 - **Inclusion in eNewsletter** (to 90,000 subscribers) with link to dedicated landing page
 - **Homepage Integration for 1 month** (est. 20,000 ad impressions)
 - **3x Social Media Posts** (150,000 reach)

All creative assets have been delivered, layouts approved, initiatives launched.

- **TRAVELHOUSE** (Switzerland)

Together with Travelhouse – one of Switzerland's top tour operators – and Brand USA, we have developed a consumer and social media campaign:

- **ANNABELLE MAGAZINE** – Jan. 19th-Feb. 1st, 2020
Annabelle is Switzerland's most prominent magazine for women reaching a readership of urban, well-educated women with high income and great interest in fashion, cosmetics, design, culture and travel.
 - **Online Advertorial** including destination content, imagery and logo as well as link to Travelhouse website. Reach: 202,000 unique users/month.
 - **Newsletter Teaser:** VSPC will be integrated in an Annabelle eNewsletter with travel teaser. 27,500 subscribers.

- **Facebook Post:** VSPC will get a post on their Facebook page with 16,568 fans. All required assets have been delivered.
- **TRAVELHOUSE PLATFORMS** – January to February, 2020
Within the Travelhouse online structure, VSPC will be featured on several platforms:
 - **Social Media (January-February 2020):** Facebook ads with VSPC offers in German and French linked to a dedicated landing page. Fans: 14,000. Average monthly reach: 46,000. Average interacting fans: 3,500.
 - **Online Banner (February 2020):** An eye-catching banner will be placed on different websites including image, logos and link to a dedicated product landing page. 250,000 impressions expected.
 All creative assets have been delivered. The advertorial in Annabelle Magazine was published this month and Annabelle digital elements went live. Layouts for Travelhouse Facebook ads and the online banner were received and approved.
- **TUI GERMANY** (January - May)
We are pleased to have again worked out great marketing initiatives with TUI Germany:
 - **B2B Instagram Story & Raffle** – January
VSPC images and videos as well as short content bursts and logos. Link to the TUI Newsnet article will be mentioned in the text. To make it more enticing, a raffle will be included to win TUI travel coupons. Users: approx. 1,787 travel advisors.
 - **B2B TUI Newsletter Teaser** – January
VSPC will be one of the current topics in the TUI newsletter directed to 17,000 TUI travel advisors. Teaser will be linked to the TUI Newsnet article.
 - **B2C TUI.com Weekly Integration** – February + May
The TUI.com Newsletter is deployed on Fridays to all subscribers and travel agencies with a newsletter subscription. It informs about news, offers, specific destinations, etc. VSPC will be featured with 2-3 offers, logo and link to a dedicated landing page on the TUI site. Reach: 600,000 subscribers. Average opening rate of 22,4 %.
 - **B2C TUI.com Hero Teaser** – February
VSPC will be featured prominently with hero teaser on TUI.com/USA landing page including image, logo and link to TUI.com booking engine to convert bookings directly or link to VSPC landing page. TUI.com has approx. 20 million page views per month.
 - **B2B2C Instore TV Communication** – January
With this regionalized offer and image advertising on 280 flat screens in shop windows of selected TUI travel agencies, we will be featured in prime locations in Germany. The daily rotation (ø 10 hours) will display destination information, images, videos, sales offers and flash animations. The transmission loop of max. 6 minutes in length will be repeated 10 x per hour. Approx. 1 million impressions are expected during the 3 week run time.
All creative assets have been delivered, applicable layouts received and approved with related initiatives going live this month.

Travel Trade/Consumer Publications & Portals:

- **INFOX GERMANY** (December 2019 - May 2020) *Trade*
We negotiated a special deal to deploy three exclusive VSPC eNewsletter blasts via INFOX distribution service within the next 6 months to over 25,000 travel agency and travel advisor contacts.

The first eNews created with #Danke2019 (#Thanks2019) topic focused on a VSPC review of the year 2019 coupled with engaging travel advisors by inviting them to share what they were thankful for in 2019 on our social media channels. Best answers received a dolphin beanie as a thank you gift.

Opening rate of this first newsletter was: 20.86% with a CTR of 4.01 %. The next blast is planned for late March 2020.

- **LuLu.FM RADIO** (Germany) – Listenership 55,000 daily *Consumer*
 - **LuLu.Reisen Program** – February

After a very successful cooperation with LuLu.FM Radio last year, we will again promote our area via this platform, this time February 2020.

80% of the population listens to the radio daily for 4 hours on average. LuLu.FM is known as the only 24/7 radio station targeting the affluent LGBTQ+ audience reaching listeners primarily in Berlin, Hamburg, Leipzig, the Rhine-Main and Rhine-Neckar areas with a cumulative population of 15 M.

LuLu.FM has established LuLu.Reisen, a fixed and recurring travel platform in its radio program which focuses on a specific destination for the period of 4 weeks. Instead of a classic radio commercial, LuLu.FM produces editorial content for the destination, which is broadcast in the form of a 90-second daily episode. Each episode is clasped at the beginning and end with a 5-10 second presenter or sponsor note and runs 4x daily during prime airtime hours (between 6-9, 10-12, 14-16 and 17-19). The listener thus receives new information about a destination every day for 360 seconds (6 min)/day. In addition, all episodes of the travel section on LuLu.Reisen will be available as a podcast.

Together with our partner DW&T an intro/outro for the 90-second daily episode announcing Visit St. Pete/Clearwater as Home of America’s Best Beaches was developed this month. The clasping also includes our activation partner **FTI Touristik** with a “HotDeals” teaser and applicable VSPC dedicated call-to-action microsite ... fti.de/hotdeals. In addition, we provided comprehensive destination information for development of the 30-day program content.
 - **Banner Placement** – February

On top: LuLu.FM will feature a VSPC/FTI banner on their website for the whole month of February with a link to the dedicated FTI HotDeals microsite.

All assets have been delivered, layout received and approved.

- **QUEER.DE** (Germany) *Consumer*

Queer.de is Germany’s leading LGBTQ+ news and information website. In fact, queer.de is one of the leading LGBTQ+ websites worldwide with 12,132,000 page views, 2,955,000 visits and 897,000 unique users monthly. We will again cooperate with our partner DW&T in a multi-channel campaign.

 - **Banner Placement** – February

The banner used for LuLu.FM will also be placed on queer.de in the travel section for the whole month.
 - **eNewsletter** – February

The banner utilized for the LuLu.FM initiative (including the link to the FTI ‘HotDeals’ microsite) will be placed in a queer.de eNews blast.
 - **Advertorial** – February

VSPC will be featured with a comprehensive advertorial on the queer.de website in the travel section starting February 1st.

All creative assets have been delivered, layouts received and approved.

- **TRAVELUTION – The eTraining Company** (Netherlands) *Trade*
 - Travelution exclusive VSCP eLearning – February-December
The eTraining Company owned by Travelution will create and upload an eLearning program dedicated exclusively to St Pete/Clearwater on the Dutch travel advisor training platform www.etraveltraining.eu. This online eLearning platform targets independent travel professionals who advise travelers in a tailored way utilizing their networks, sharing destination knowledge and experience and are very motivated, being they are all independent entrepreneurs. Comprised of 30 comprehensive destination training modules, VSPC will seize the opportunity to update, educate and inform these advisors in a very targeted and efficient way.
Reach: The Travel Club (approx. 275 agents in the system)
Travel Counsellors (approx. 230 agents in the system)
Personal Touch Travel (approx. 165 agents in the system)
TravelXL (approx. 215 agents in the system)
All assets have been delivered, layouts received and approved.

Our efforts continue every month in negotiating and fine-tuning marketing initiatives with our vendors of choice. With St. Pete/Clearwater being a long-haul travel destination for the Central European markets, it is to be kept in mind that the positive effect of launched campaigns continues beyond the actual placement timeframes due to the lead time between inspiration, consideration and effective booking by consumers.

Given we are strongly focused on optimizing our area's placement in the marketplace, considerable time and effort is spent on intensive communication with our vendors with a view toward ensuring the best possible positioning for St. Pete/Clearwater in the marketplace. This effort is conducted in addition to our regular scope of work.

Public Relations:

Kaus Media Services - VSPC's German PR Agency

This month saw us assisting the agency with the following projects:

- **Press Release January:** Proofread and corrected.

All initiatives, activities and programs described herein have been duly completed as described.